



CLAYTON CENTURY  
FOUNDATION

*enriching our community*

**Clayton Century Foundation  
Board of Directors Meeting Minutes**

**Wednesday, April 25, 2012  
Commerce Bank  
7:00 pm**

**Attendees:** Gary Feder, Gary Krosch, Scot Boulton, Cindy Berger, Jill Fisher, JJ Flotken, Judy Goodman, Lee Hanson, Dan Human, Bob Paster, Cindy Rapponotti, Elizabeth Robb, Cheryl Verde, Sally Cohn, John McCormick  
**Absent:** Lotta Fox, Mont Levy, Janet Rodgers, Hugh Scott, Jim Sherby, Cynthia Garnholz, Ken Goldman, Steven Rosenblum, Ben Uchitelle, Bev Wagner  
**Staff:** Patty DeForrest – Director of Parks and Recreation, Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator

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1. Call to Order  
Gary Feder called the meeting to order at 7:02 pm. Gary welcomed Elizabeth Robb to the meeting who was joining the group by phone.
2. Approve January 25, 2012 Minutes  
The minutes were approved with the following corrections: Elizabeth noted that the minutes should reflect that Charlie Brennan hosted a Centennial Planning meeting. On page 4, Patty noted that City staff, and not the City, felt that the CCF is the best place for accepting donations to the City.
3. Financial Report  
Gary Krosch presented the financial report to the board. The big difference in the report is that CCF now has a significant account balance although all but \$29,000 of the balance is restricted. Gary noted that the CCF is ahead in individual donations compared to last year but the group still has milestones to reach.

Contractual expenses have increased due do expenses related to the Development Coordinator position.

Jill wondered if Centene had contributed to the Centennial Garden artwork. It was noted that Centene had made a \$100,000 contribution but that gift came in April and is not reflected in the current report.

Patty DeForrest distributed thumb drives to the individual sections containing FY13 budget preparation materials. The sections may contact staff with any questions.

#### 4. Development Report

JJ presented the Annual Fund report. The group has begun to hold Parlor Parties meant to introduce the CCF to friends and neighbors of CCF board members. The group is learning from the experiences. Different approaches are being tested in different neighborhoods and a potential block party is being planned for one neighborhood. Cindy Berger encourages all board members to host a neighborhood party. Staff makes the experience very easy even providing an interesting history overview for Davis Place.

The Annual Fund Committee is planning a June mailing including a remittance envelope. Brie Cella is working on a document for the mailing.

CCF's social media presence is taking shape with a commitment to blogging on Patch.com. Various volunteers will ghost write a blog for board president, Gary Feder.

Gary Feder delivered an update on Major Gifts. The group has begun to sign Development Agreements for key projects. The agreements are between the City, CCF and the donors. Currently, agreements are in place for the Enterprise, Centene, and Hanley gifts.

CCF has received a commitment for a \$100,000 gift for the development of Centennial Garden in coordination with the Surls installation.

Before his passing, Oliver Langenberg and his wife, Mary, contributed \$100,000 to the restoration of the Hanley House. This enabled CCF to secure a \$25,000 matching gift from Susan Hanley. Additionally, CCF received a \$25,000 grant from the Robert J. Trulaske Family Foundation for the needs of the Hanley House.

Recently, board representatives met with Bob Chapman regarding a project for the northeast corner of Shaw Park. The project, estimated to cost \$1.5 million, would be a significant change and incorporate a water feature. The meandering water feature would empty into a pond that would serve to treat storm water. The project would be incorporated into the new trail design. The cost for the project does not include maintenance. In order to move forward with a study for the project, Gary will request \$100,000 from Mr. Chapman.

A public meeting will be held on May 17 to narrow the options for the redesign of the Ice Rink. On May 10, a public meeting will be held to discuss the design of the Shaw Park Corporate Pavilion. Regarding the Ice Rink project, the goal is to refine the project and have renderings to present to potential funders by Spring 2013. It is important to not only fund the project but identify a source for ongoing operations. The study will include a feasibility and market study.

Gary Feder met with Dr. Golden of Fontbonne University to discuss funding artwork on the Wydown median. The project could include two or three pieces and may also include Washington University and the School District as partners.

5. CCF Arts Report

Jill Fisher noted that CCF Arts is currently holding discussions regarding the artwork that will be included in the Moneta Garden. The group would like to use the work of local artists. Jill also noted that the group is aware that the Gateway Foundation has artwork and is discussing possibly working with them again.

6. CCF Parks Report

Cindy Rapponotti reported that the Tree and Bench Program needs revising. The group is looking at the costs and the naming rights associated with the program.

7. CCF History Report

Bob Paster reported that CCF History held a successful Trivia Night thanks to the work of John McCormick, Cheryl Verde, Rosemary Hardy, and especially Paul Mercurio. The Lecture Series continues on May 16 with a lecture featuring Bill McClellan at the Artists' Guild. A wine reception will follow the lecture. A proposal signed by Jim Sherby and Gary Feder was submitted to the City seeking space for archival storage and display at City Hall. Dan Human and Cheryl Verde met with a historian at the St. Louis Country Club and will soon meet with its Archivist. Cindy Berger noted the importance of the work at the Hanley House. Many students have been touring the museum and receiving an excellent educational experience. The history book is in its final review and is currently ahead of schedule. The group is now hoping for an October release date. The group is making plans to promote the sale of the book. CCF will own 750 copies. Proceeds from the sale of the book will be split evenly between the CCF and CCF History. All members are encouraged to visit [www.claytonhistorysociety.org](http://www.claytonhistorysociety.org). Maintained by Cheryl Verde, the CCF History website is a wealth of information. Cheryl also noted that CCF History will be installing a second exhibition at the Mid-County Library in November.

8. New Business

Judy Goodman reported on the Centennial Celebration Committee. A narrative calendar prepared by Judy and Elizabeth Robb for 2013 was distributed to the board. Judy noted that Janet Lemay, the staff liaison, is working on developing a budget for everything on the calendar. Of particular note on the calendar is the

Part of the Century. The Ritz Carlton has expressed interest in donating space for the party. The committee is certainly looking for volunteers to serve on subcommittees to help in the planning of special events. Anyone interested in helping should contact Judy Goodman.

Dan Human presented resolution 12-06 and moved to elect Judy Goodman to a three year term as a member-at-large of the CCF Board of Directors. Scot Boulton seconded the motion. The resolution passed unanimously.

Dan Human noted that he is working to development board membership and will be in contact with current board members to get their opinions regarding the make-up of the board. While the board needs motivated doers to serve on committees, the board also needs members that have access to large donors. Jill Fisher suggested that the board bring in new, young people to assist the nominating committee. Judy Goodman also encouraged the group to utilize its three advisors especially Amy Rome. Gary Krosch noted that it was a good idea to invite major corporate donors to have a seat on the board. The most likely entities to give major gifts are those organizations that have recently given significant contributions.

For the consideration of the board, Alex Berger submitted a letter asking the CCF to consider working with the Clayton Education Foundation to honor the memory of Wally Lundt. After much consideration, the board decided that they would like those involved to first identify a project that would honor Mr. Lundt's memory. Once more details are available, the CCF could then consider lending its support.

Judy Goodman noted that she has spoken with a representative involved with the Go Green Clayton 5K and it is the impression of the PE Department that the CCF may have fallen short in lending their support to the race. While the role of the CCF has not greatly changed from last year, Judy would like the group to keep this in mind for next year's opportunity. All are encouraged to sign up for the race.

9. Next Meeting

The next meeting will be Wednesday, July 25, 2012 at 7pm.

10. Adjourn

Meeting adjourned at 8:30 pm.